

Abstract of the Invention

A thin, flexible, optically readable, data storage medium is disclosed. The media comprises a thin, flexible substrate, and at least one thin, resiliently flexible, optically
5 readable data storage carrier releasably held on the substrate. The substrate and carrier(s) thereon form a thin flexible lamination which is resiliently deformable from a substantially planar configuration to a non-planar configuration without substantial separation of the carrier
10 from the substrate and without adversely affecting the optic readability of the carrier(s). The carrier(s) is removed from the substrate for subsequent use with an optical reading device. The resilient flexibility of the media allows it to be attached to non-planar and/or flexible surfaces of consumer
15 products and to be distributed with flexible printed publications, including magazines, catalogs, books, newspapers, and direct mail.